SELECT RECIPES

FOR

"TUBBY JR." BRAND ®

FROZEN

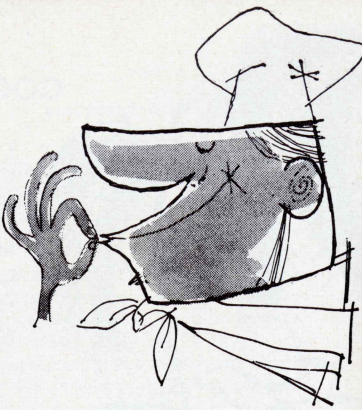
FRESH Coconut

GRATED

Home Style Grated from tree ripened Cocoanuts, only sugar added. Thaw out before using.

PACKED BY
MARX BROTHERS
BIRMINGHAM
ALABAMA

COCONUT CAKE



2 cups sifted cake flour
1½ cups sugar
½ cup shortening
1 teaspoon salt
⅔ cup milk
3 teaspoons baking powder
2 eggs, unbeaten
½ cup milk
1 teaspoon vanilla

Cream by hand or with mixer 2 minutes, sugar, shortening, salt, flour and ⅔ cup milk, then stir in baking powder. Add eggs, ½ cup milk and flavoring, then beat at medium speed for 2 minutes. Pour in two 9" cake pans. Bake in oven 375° for 25 minutes. Ice with Seven Minute Frosting and sprinkle with 1 bag "TUBBY JR." GRATED FROZEN COCONUT.

ORANGE COCONUT PARFAIT PIE

Makes 8 or 9-inch pie.

Prepare—8 or 9-inch pie shell, using ready mix if desired.

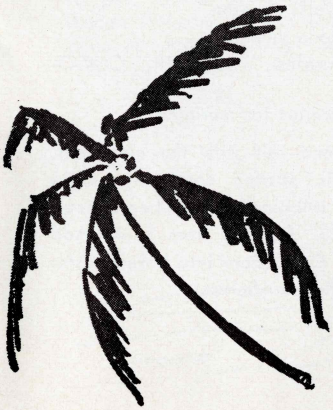
Heat—1 cup orange juice (fresh, frozen or canned) to boiling in 2-quart saucepan. Remove from heat.

Add—1 pint vanilla ice cream, cut into pieces, to hot liquid; stir immediately until melted.

Fold in—1 cup "TUBBY JR." FROZEN COCONUT; mix well.

Chill—until mixture begins to thicken, 15 to 20 minutes.

Turn—into cooled, baked pie shell. Chill until firm, about 15 minutes. Top with sweetened whipped cream, if desired. Decorate with "TUBBY JR." FROZEN COCONUT.



SEVEN-MINUTE ICING

1 unbeaten egg white
⅞ cup granulated sugar
3 tablespoons cold water
½ teaspoon flavoring extract

Place all the ingredients in the top of a double boiler. Place over boiling water and beat with beater for seven minutes. Add flavoring, beat, and spread on cake.

COCONUT AND PINEAPPLE JAM

3 cups fresh pineapple, chopped
1½ cups grated "TUBBY JR." COCONUT
Sugar

Measure correct amount of fruit. Boil for 1 hour. Measure again. Add sugar, cup for cup. Boil for 1 hour. Pour in sterilized jars and seal.

COCONUT CREAM PIE

9-inch pie plate
½ cup sugar
5 tablespoons all-purpose flour
⅛ teaspoon salt
¼ cup cold milk
1½ cups scalded milk
1 baked pastry shell
3 egg yolks, beaten
1 teaspoon vanilla
1 cup grated "TUBBY JR." COCONUT
3 egg whites for meringue

Blend sugar, flour, and salt with the cold milk. Add to scalded milk, stirring constantly. Cook over low heat until thickened. Add beaten egg yolks. Stir thoroughly. Remove from heat. Add vanilla and coconut. Cool. Pour into baked pastry shell, cover with meringue. Serves 6.

UPSIDE-DOWN CAKE

10-inch heavy skillet or 9-inch square pan . . . preheated oven 350°F . . . baking time—45 minutes.

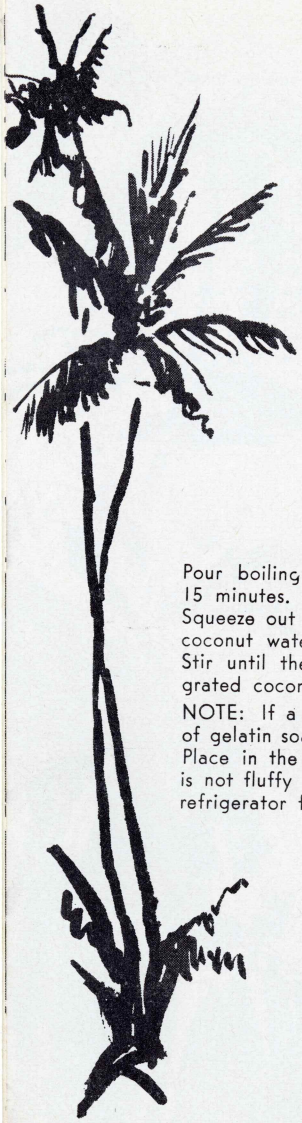
⅓ cup butter or margarine
½ cup brown sugar
1 can (No 2½) peaches or pineapple
1 small jar maraschino cherries
¼ pound whole pecans
1 bag GRATED "TUBBY JR." COCONUT

Melt butter or margarine in skillet. Do not overheat. Sprinkle brown sugar over butter or margarine. Arrange drained canned fruit over the sugar mixture. Place sliced pineapple or peaches over sugar mixture, filling center with maraschino cherry, and filling in between circles of fruit with pecans. Sprinkle moist coconut over all. If you use peaches, place cherry in center of each peach and lay peach cut side down. Fill in with nuts and cover with coconut. Pour cake batter over all. Bake.

CAKE BATTER

2 eggs, beaten
6 tablespoons fruit juice
⅔ cup sugar
1 teaspoon baking powder
1 teaspoon vanilla
1 cup cake flour, sifted before measuring
¼ teaspoon salt

Beat eggs until fluffy, then add sugar, and beat until thick and lemon colored. Beat the fruit juice and vanilla all at once. Sift cake flour, baking powder, and salt together and beat into egg mixture. When cake has baked, immediately turn upside down on serving plate. Keep pan on cake for few minutes, so that brown sugar mixture will run down over cake instead of sticking to pan. Serve warm or cold, though you may decide it tastes a little better served warm with plain or whipped cream. Serves 6-8.



ROYAL HAWAIIAN DELIGHT

1 cup whipping cream
1/4 cup confectioner's sugar
8 marshmallows, quartered
1/2 cup diced orange
1 1/2 cup ripe papaya cubes
2 teaspoons lemon juice
1 6-oz. package "TUBBY JR." COCONUT

Chill and whip cream. Add sugar and marshmallows. Fold in orange, papaya, lemon juice, and coconut. Pour into a serving dish or individual glass dish. Chill. Serve cold.

Note: Melon or persimmons may be used in this recipe.

HAWAIIAN FREEZE

3 1/4 cups boiling water
2 6-oz. pkgs. "TUBBY JR." COCONUT (2 coconuts)
7/8 cup coconut water
1 1/8 cups sugar
1/2 teaspoon vanilla

Pour boiling water over the grated coconut. Let stand for 15 minutes. Strain through a double thickness of cheesecloth. Squeeze out as much milk as possible (about 1 1/4 cups). Add coconut water, sugar, and vanilla to extracted coconut milk. Stir until the sugar is dissolved. Freeze in a freezer. Serve grated coconut over the top. Yield 1 to 1 1/2 quarts.

NOTE: If a mechanical refrigerator is used, add 1 tablespoon of gelatin soaked in 1/4 cup water and dissolved over hot water. Place in the refrigerator until solid. Take out and beat. If it is not fluffy enough add 1 stiffly beaten egg white. Return to refrigerator for several hours.

COCONUT ICE CREAM

2 6-oz. pkgs. "TUBBY JR." COCONUT
(9 cups) hot water
1 cup fresh cream
1 cup evaporated milk or fresh cream
1 cup sugar
1 teaspoon gelatin, dissolved in cold water and melted over hot water

Pour hot (not boiling) water over "TUBBY JR." COCONUT and strain. Add other ingredients. Freeze in the usual way. Yield: 1 to 1 1/2 quarts.

Note: One and a half cups coconut milk also may be added to any vanilla ice cream recipes.

COCONUT AND BANANA FRUIT CUP

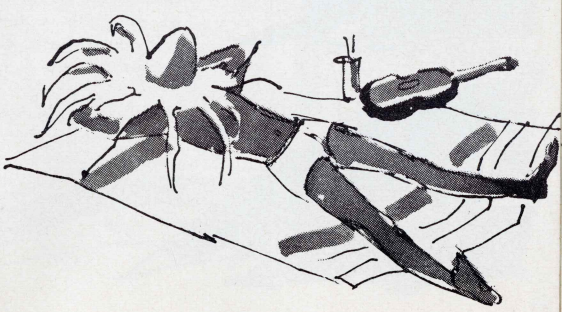
8 oranges, sections removed from membrane
1 cup diced pineapple
3 sliced bananas
1 ¼ kg. "TUBBY JR." FROZEN GRATED COCONUT
sugar

Arrange alternate layers of different fruits in a deep dish. Sprinkle with sugar. Pour any fruit juice over top.
NOTE: Canned pineapple and shredded coconut may be used.

COCONUT PUDDING (for tart filling)

1 cup milk
2 tablespoons butter
⅓ cup sugar
1 tablespoon banana flour or cornstarch
½ teaspoon salt
3 eggs, beaten separately
Ginger, or cinnamon to taste
2 cups FRESH GRATED "TUBBY JR." COCONUT
Short pie crust

Scald milk, add butter, mix sugar, flour, and salt. Add hot milk. Add hot mixture to the egg yolks. Stir well. Add flavoring and coconut. Cover small tart dishes with short pie crust. Pour custard mixture into it. Bake in a moderate oven. (350°). Ten minutes before serving pile on the white of eggs, mixed with a little sugar. Sprinkle with a few shreds of coconut. Return to the oven to brown.



WAIKIKI COCONUT PIE

½ cup sugar
3 tablespoons cornstarch
½ teaspoon salt
2 cups milk
3 egg yolks
½ teaspoon vanilla
Baked pie shell
½ cup whipping cream
¾ cup FRESHLY GRATED "TUBBY JR." COCONUT

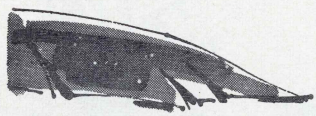
Combine sugar, cornstarch, and salt. Scald milk and add slowly to dry ingredients. Place in a double boiler, stirring until a smooth mixture is obtained. Cook for 20 minutes. Cool. When mixture is luke warm, add egg yolks. Return to double boiler until custard thickens. Cool. Add vanilla. Pour into a baked pie shell. Chill and whip cream. Spread cream on pie just before serving. Sprinkle with coconut.

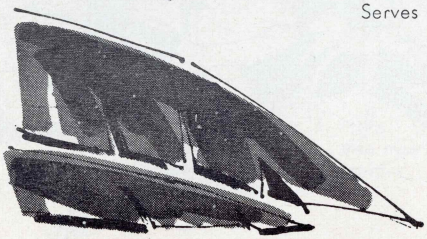
COCONUT BANANA CREAM PIE

9-inch pie plate . . . preheat oven—375°F . . . baking time—10 minutes.

3 tablespoons softened butter or margarine
2 packages "TUBBY JR." COCONUT
1 box instant vanilla pudding
2 bananas

Pat softened butter or margarine evenly on bottom and side of pie plate. Reserve ⅓ cup coconut from the two packages, then pat the remainder evenly over the sides and bottom of pie plate. Press the coconut firmly into the greased pie plate. Place the ½ cup of coconut in a small shallow pan and brown it while the coconut crust is baking. Remove from oven and cool. Prepare the instant vanilla pudding while the shell is cooling. Fill shell and place in refrigerator until ready to use. Just before serving, slice bananas and arrange around edge of pie with a few slices in the center. Fill remaining space with ½ cup browned coconut. Serves 6-8.





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AMBROSIA PARTY LOAF

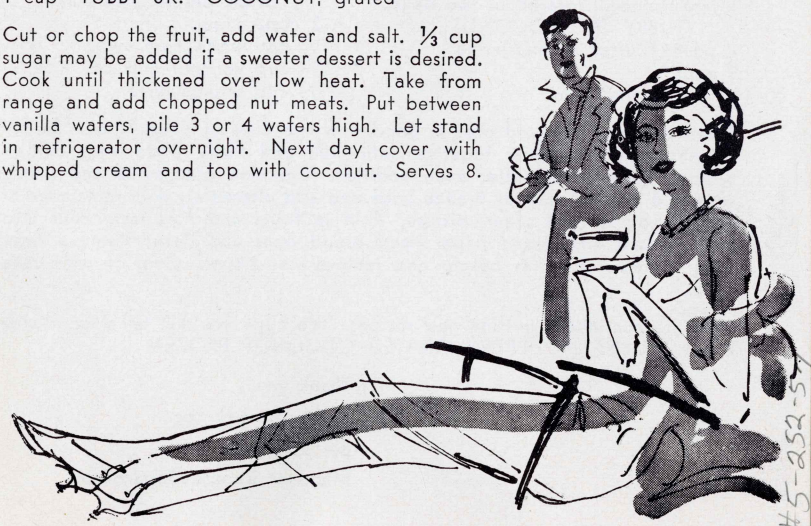
1 package orange cake mix
1½ cups heavy cream
3 tablespoons confection sugar
1 teaspoon vanilla extract
½ cup grated "TUBBY JR." COCONUT
2 oranges, sectioned
1 teaspoon grated orange rind

Preheat oven to 365°F. Grease two 9" x 3" loaf cake pans—well. Prepare cake mix according to package directions. Pour half of the batter in each of the pans and bake as directed on the package for cake layers. Let cakes cool for 10 minutes; then carefully remove from pans and let stand until thoroughly cold. Meanwhile, whip cream. Then fold sugar, vanilla and grated orange rind into it. Chill until mixture is stiff enough to hold its shape. When cake layers are cold, split each layer in half lengthwise. Spread chilled orange cream on top of each of the four layers and stack layers. Spread sides with remaining orange cream frosting and sprinkle top of loaf with grated coconut. Garnish with fresh orange sections. To serve, cut into 10 slices.

SNOWBALL DESSERT

2 cups dates, chopped, or 1 cup dates and 1 cup prunes, chopped
⅛ teaspoon salt
½ cup water
½ cup nut meats, chopped
24 vanilla wafers
1 cup heavy cream
1 cup "TUBBY JR." COCONUT, grated

Cut or chop the fruit, add water and salt. ⅓ cup sugar may be added if a sweeter dessert is desired. Cook until thickened over low heat. Take from range and add chopped nut meats. Put between vanilla wafers, pile 3 or 4 wafers high. Let stand in refrigerator overnight. Next day cover with whipped cream and top with coconut. Serves 8.



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CUPCAKES

24 muffin cups or tins—preheat oven 375°F . . . baking time—15 to 20 minutes.

1 cup sugar
⅔ cup shortening
2 eggs
2 cups flour, sifted before measuring.
3 teaspoons baking powder
¼ teaspoon salt
1 bag "TUBBY JR." COCONUT
½ teaspoon vanilla

Cream sugar and shortening together until light and fluffy. Add eggs and beat thoroughly. Sift dry ingredients together and add alternately with the milk to the creamed mixture. Fold in one half of the bag of coconut. Add vanilla. Pour batter into well greased muffin tins. (You can use paper baking cups, if so, place on cookie sheet or flat pan for easy handling. Do not remove cakes from paper cups until ready to eat.) Sprinkle remaining coconut over tops of cakes before baking. Bake. Remove from pans as soon as baked and cool on wire cake racks.

WHITE FRUIT CAKE

3 bread pans . . . preheat oven 350°F . . . baking time 3½-4 hours.
1 can candied pineapple, chopped

½ pound citron, chopped
½ pound candied lemon peel, chopped
½ pound candied cherries, chopped
½ pound white raisins
1 fresh coconut, grated or two bags "TUBBY JR." COCONUT
1 pound butter or margarine
9 eggs
½ cup sherry wine
1½ pound almonds chopped
½ pound English walnuts or pecans, chopped
½ pound candied chopped orange peel
6 cups all-purpose flour, sifted before measuring
2 cups sugar
½ cup white corn syrup
½ cup coconut milk or
½ cup orange juice

Chop fruit and nuts and dredge good with two cups of flour. Cream butter or margarine and sugar together until light and fluffy. Add eggs one at a time, beating well after each addition. Combine corn syrup and sherry wine and coconut milk or orange juice and add alternately with remainder of flour to butter and sugar mixture. Fold in fruits and nuts last. Pour into well greased and waxed paper lined bread pans and bake. Remove from pans immediately after baking and remove wax paper. Cool on wire cake racks.

*We are continually getting new recipes. We hope you will tell your friends about "TUBBY JR." FRESH GRATED COCONUT FROZEN.

Thank you.

MARX BROTHERS
By: Clara South
Manager Recipe Department.

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CABLE ADDRESS
"MARXBROS"

WHY FROZEN COCONUT?

THIS QUESTION IS ASKED US REGULARLY.

Years ago, sailing vessels from the Caribbean arrived in many U. S. seaports with coconuts, a strange product of nature. Thus the taste started, fundamentally, for the fresh coconut, grated, with the coconut milk having penetrated through the meat.

Then coconuts were commercialized. Factories began producing many cuts. This necessitated dehydrating. In the desiccating process, it is necessary to reduce the natural milk by 97%. The flavor and taste is correspondingly impaired.

To re-activate the desiccated thread, shreads, etc. moisture in the form of sugar-water and chemicals are added, causing an improvement known as prepared coconut. In this process no natural coconut milk can be added.

We experimented with fresh grated coconut, using formulas requiring cold storage. This was impractical. As importers of fresh coconut for many years, we never gave up hope of grating, freezing and packing fresh coconut.

Methods to merchandise frozen coconut suddenly developed in cabinets containing other frozen foods. We experimented and our pack proved excellent. Buyers, many of whom tried the item, complimented us and bought our "TUBBY JR." fresh coconut grated and frozen and are consistently buying same.

Consequently, we now give the consumer the wonderful product of natural fresh coconut containing the normal milk the housewife would retain if she grated the nut herself.

"TUBBY JR." fresh, grated, frozen coconut is DESIRED by the coconut buyer. This is proven by repeat business.

Yours very truly,

MARX BROTHERS